

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 RSC-01 /019 W

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R 090950Z JAN 75

FM AMEMBASSY TOKYO

TO SECSTATE ASHDC 7183

UNCLAS TOKYO 0298

E.O 11652: N/A

TAGS: BEXP, JA

SUBJECT: BROCHURES FOR NAFEM/75 V.I.P. PROGRAM

REF: STATE A-9355

1. IF ENGLISH LANGUAGE BROCHURES DESCRIBED PARA 4
REFAIR CAN BE SHIPPED TO REACH EMBASSY BY MARCH 14
OPENING TOKYO TC HOTEL AND RESTAURANT EQUIPMENT
EXHIBITION, EMBASSY WILL DISTRIBUTE THEM, TOGETHER
WITH SHOW CATALOG, TO ALL TTC SHOW VISITORS AND ALSO
TO ALL VISITORS AT TTC BOOTH WHICH WILL BE OPERATED AT
CONCURRENT JAPANESE FOOD EQUIPMENT SHOW TOKYO INTER-
NATIONAL TRADE CENTER (HARUMI). 3,000 BROCHURES ADEQUATE.

2. ON FEB. 17 EMBASSY AND CONSULTATES WILL BEGIN
CALLS ON KEY SALES PROSPECTS AND INDUSTRY ASSOCIATIONS
IN PREPARATION MARCH SHOW AND IF RECEIVED IN TIME, WILL
INCLUDE NAFEM BROCHURE IN EACH PRESENTATION KIT.
75 COPIES ADEQUATE.

3. IN VIEW ABOVE OPPORTUNITIES EMBASSY BELIEVES
JAPANESE LANGUAGE BROCHURE WOULD BE USEFUL IN
PROMOTION NAFEM/75 SHOW AND URGES ASSN. TO CONSIDER
HAVING ONE PREPARED TO MEET PARA 1 DEADLINE.

4. IF PARA 1 AND 2 DEADLINES IMPOSSIBLE, EMBASSY
WILL ANNOUNCE EXHIBITION IN COMMERCIAL NEWSLETTER AND
SEND 75 BROCHURES TO MAJOR FIRMS, TRADE ASSOCIATIONS,
AND TRAVEL AGENTS.

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